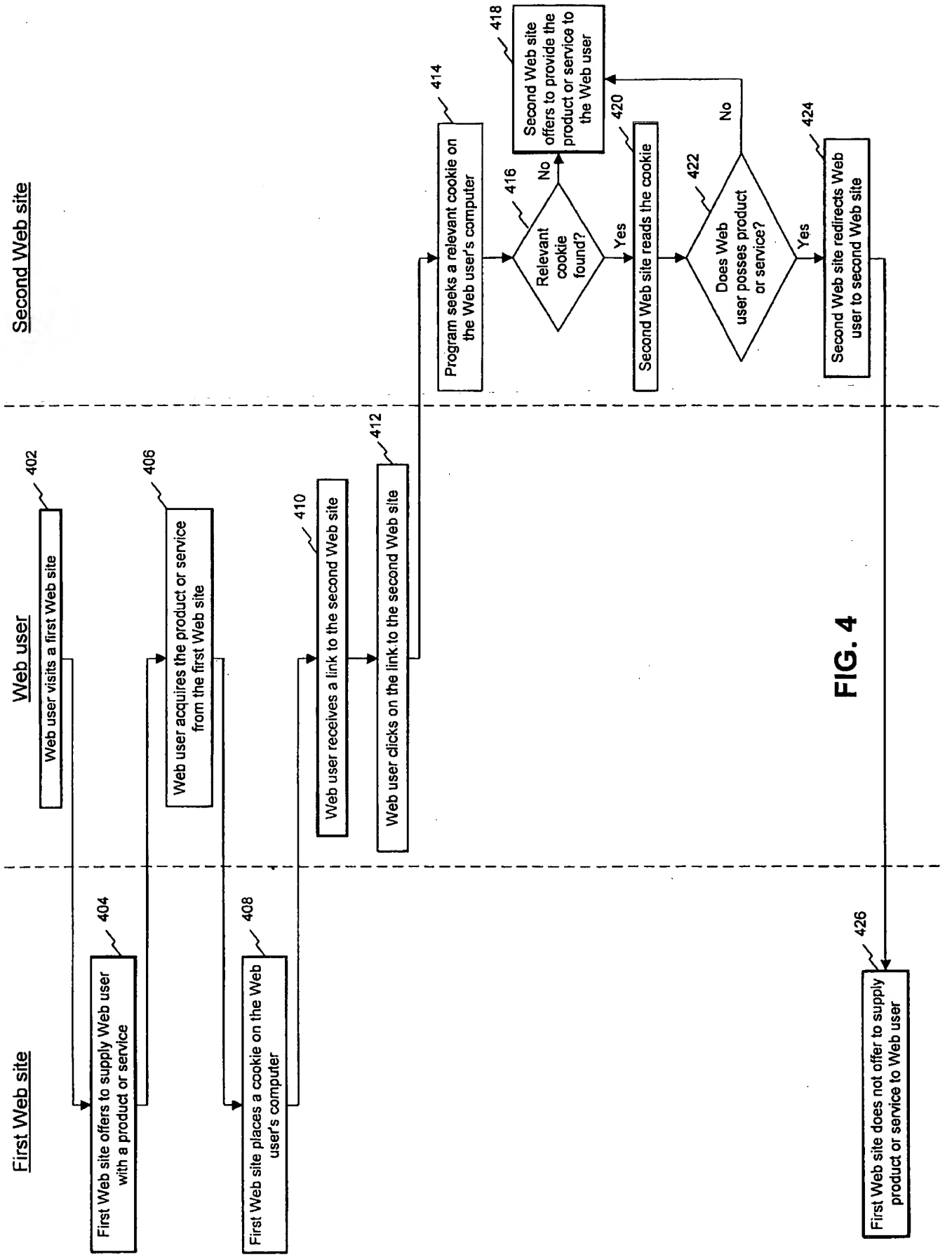
First Web site
Web user
Second Web site
402
Web user visits a first Web site
404
First Web site offers to supply Web user with a product or service
406
Web user acquires the product or service from the first Web site
408
First Web site places a cookie on the Web user's computer
410
Web user receives a link to the second Web site
412
Web user clicks on the link to the second Web site
414
Program seeks a relevant cookie on the Web user's computer
416
Relevant cookie found?
No
418
Second Web site offers to provide the product or service to the Web user
Yes
420
Second Web site reads the cookie
422
Does Web user posses product or service?
No
Yes
424
Second Web site redirects Web user to second Web site
426
First Web site does not offer to supply product or service to Web user

FIG. 4